

BOAD 350 : Entrepreneurship

Study of the field and practice of entrepreneurship. Topics covered may include: decision processes to become a creative entrepreneur; identifying problems and opportunities; sustainable business model design; entry, growth, and management strategies for creative ventures. Exploration of entrepreneurship as a creative discipline that borrows from design thinking and Lean Startup methodologies to de-risk new business ideas through rapid prototyping and constant iteration.

Credits 3

Studio Hours 0

Lecture Hours 3

Prerequisite Courses

BOAD 151